

Breastfeeding Promotion and Support with the New WIC Food Packages

Staff Responsibilities are:

1. Promoting and supporting breastfeeding;
2. Educating all mothers throughout the prenatal and early post-partum period about the benefits of exclusive breastfeeding;
3. Determining through assessment, education and participant-centered approaches, the actual need for supplemental formula when a request is made by a breastfeeding mother and the best approach to supplementation; and
4. Documenting the mother's plan for breastfeeding in her chart.

Embrace breastfeeding as the natural and normal way to feed all babies.

Approach all women with the assumption that they are breastfeeding or plan to breastfeed.

Encourage all moms to exclusively breastfeed and not to use formula during the first 4-6 weeks post-partum.

Remind moms of the built-in incentives of the food packages.

Offer support, resources, information and when appropriate, a pump.

Do not routinely offer formula.

Montana has opted to allow one can of formula to be available when requested by substantially breastfeeding moms during the infant's first month. This does not mean that all breastfeeding infants should be issued this one can of formula. Accepting that one can of formula can severely undermine mom's plan to breastfeed. It also will reduce the amount of foods available to her from WIC. Through participant-centered approaches determine why the formula is requested. Help her to consider the true expense of accepting the formula. This also applies any time a breastfeeding mom requests additional formula. Help her determine if this is a good choice or if there are other solutions.

WIC promotes and supports breastfeeding! Lets work to clear up the misconception with the public that we do not.